

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <div style="font-size: 1.2em; margin-top: 5px;">101.5 WKXW</div>	Date: <div style="font-size: 1.2em; margin-top: 5px;">10/21/2016</div>
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I, Scott Maraldo

being/on behalf of: Friends of Chris Smith

a legally qualified candidate of the Republican

political party for the office of: United States Congressman

in the Fourth Congressional District of New Jersey

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
60 seconds	10AM-3PM (Sa) 10AM-3PM (Su)	Saturday and Sunday	Broadcast	7 10	1

Attach proposed schedule with charges (if available):

See email

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Chris Smith

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mary Roldan

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lisa Hensiek
Signature

LISA HENSIEK
Printed Name

Gen'l Sales Mgr
Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, friends of Chris Smith

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Scott Maraldo

printed name

10/21/16
date



General Election 2016 Lowest Unit Spot Rates

September 9, 2016 through 6 pm on Election Day November 8, 2016

GROSS RATES. RATES PAID ARE NET AFTER 15% AGENCY COMMISSION IS APPLIED.

L.U.R (pre-emptible w/notice)	Length	Mon – Fri	Sat	Sun	Length	Mon – Fri	Sat	Sun
AM Drive**	60-sec	\$425.00	\$100.00	\$96.00	30-sec	\$206.00	\$70.00	\$60.00
Midday	60-sec	\$230.00	\$100.00	\$60.00	30-sec	\$160.00	\$120.00	\$75.00
PM Drive	60-sec	\$325.00	\$127.00	\$96.00	30-sec	\$230.00	\$125.00	\$125.00
Evening	60-sec	\$75.00	\$47.00	\$29.00	30-sec	\$25.00	\$75.00	\$75.00
Non – Pre-emptible	Length	Mon – Fri	Sat	Sun	Length	Mon – Fri	Sat	Sun
AM Drive**	60-sec	\$450.00	\$141.00	\$147.00	30-sec	\$255.00	\$106.00	\$76.00
Midday	60-sec	\$310.00	\$205.00	\$147.00	30-sec	\$224.00	\$141.00	\$76.00
PM Drive	60-sec	\$335.00	\$147.00	\$194.00	30-sec	\$240.00	\$129.00	\$135.00
Evening	60-sec	\$106.00	\$82.00	\$82.00	30-sec	\$41.00	\$88.00	\$88.00

Matching Online Radio schedule for 20% of broadcast investment

LOWEST UNIT RATES for the November 8, 2016 GENERAL ELECTION DAYPART DEFINITIONS

begin on Nov 8th 2016, and apply to legally qualified candidates and their organizations. Rates for political broadcasts by groups, organizations, or persons not authorized by legally qualified candidates are available at rates prevailing at the time of sale.

Pre-emptible Rates: probability of clearance varies constantly based on supply and demand.

Limit: one spot per hour

Spot placement is subject to availabilities. News, weather and other sponsorships not available. Refer to the WKXW-FM Political Disclosure Statement for additional information. Townsquare Media is not liable for misprints. Other dayparts, length of spot, rotations, and packages available upon request.

Required:

- Cash at time of order at least 48 hours in advance.
- Signed authorization from candidate's agency for third party placement of advertising.
- Written contracts for each order plus all necessary FCC paperwork (NAB Form PB-18).

DAYPART DEFINITIONS

AM Drive: 6 AM – 10 AM

Midday: 10 AM – 3 PM

PM Drive: 3 PM – 7 PM

Evening: 7 PM – 12 midnight